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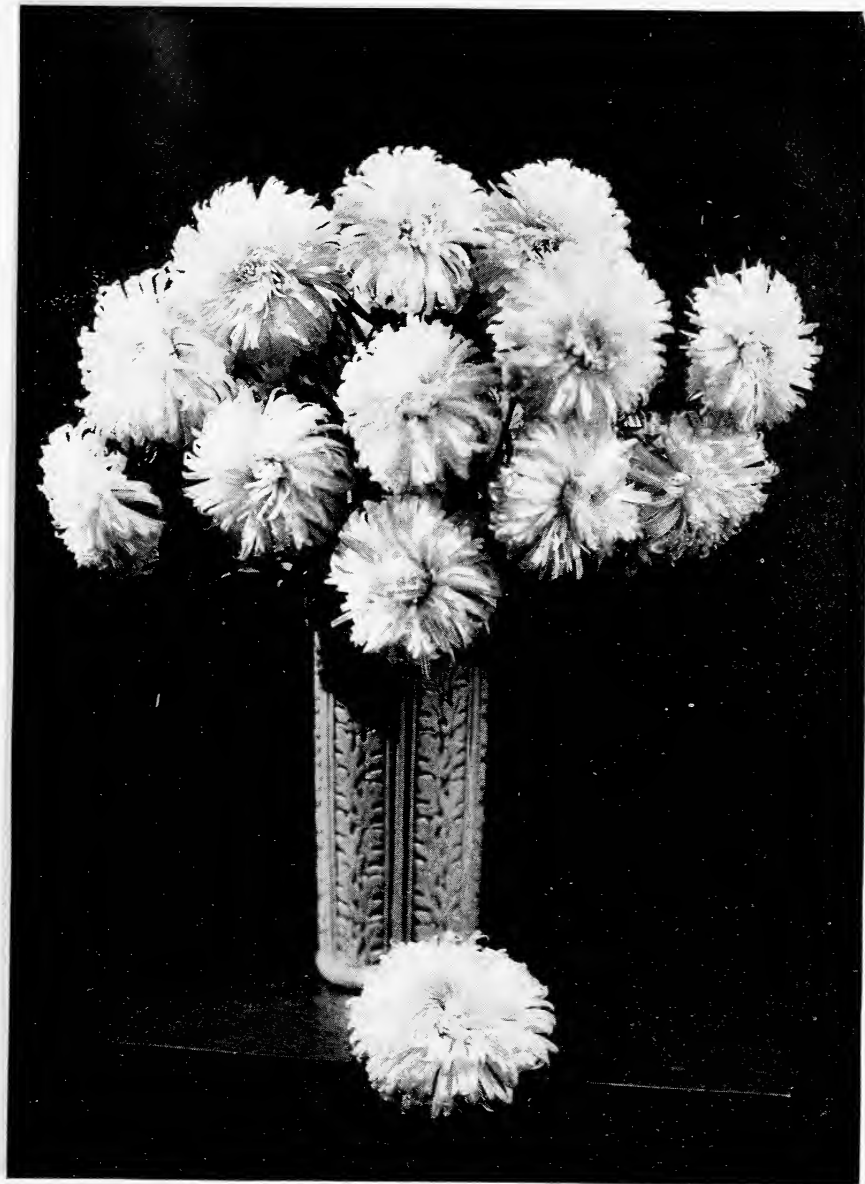
1935

FEB 27 1925

"MASTER ASTERS

'way out WEST"

And How to Grow Them



HERBERT & FLEISHAUER, Aster Specialists
McMinnville, Oregon



TERMS OF SALE:

Credit

Credit is cheerfully extended to those of approved standing or a discount of three percent may be deducted where cash accompanies orders amounting to \$5.00 or over.

Florists are honest but in order to guard against the pilfer who sticks up his card, we insist that cash accompany orders from unknown correspondents.

Our Responsibility

All errors, such as omissions, duplications and miss-addressing of packages will be promptly corrected as far as possible or the money paid for the seed will be refunded.

Parcel Post

Most of the Aster Seed is sent by mail and safe delivery is guaranteed if extra money is sent to cover Postal Insurance as follows: Orders amounting to \$5.00 or less three cents; \$5.00 to \$25.00 five cents; \$25.00 to \$50.00 ten cents; \$50.00 to \$100.00 twenty-five cents.

Our Guarantee

We grow all the seed offered in this catalogue and take every precaution to deliver fresh stock, true to name. We can not however give any warranty as to results and will not be responsible beyond that of replacing the seed or refunding the price paid at the time of purchase, but we do rely upon the intelligence of the growers in realizing that no human power can control the life of a seed or the results therefrom, which depend on conditions of climate, soil and cultivation.





MAKE ASTER GROWING A BUSINESS


——WHY——

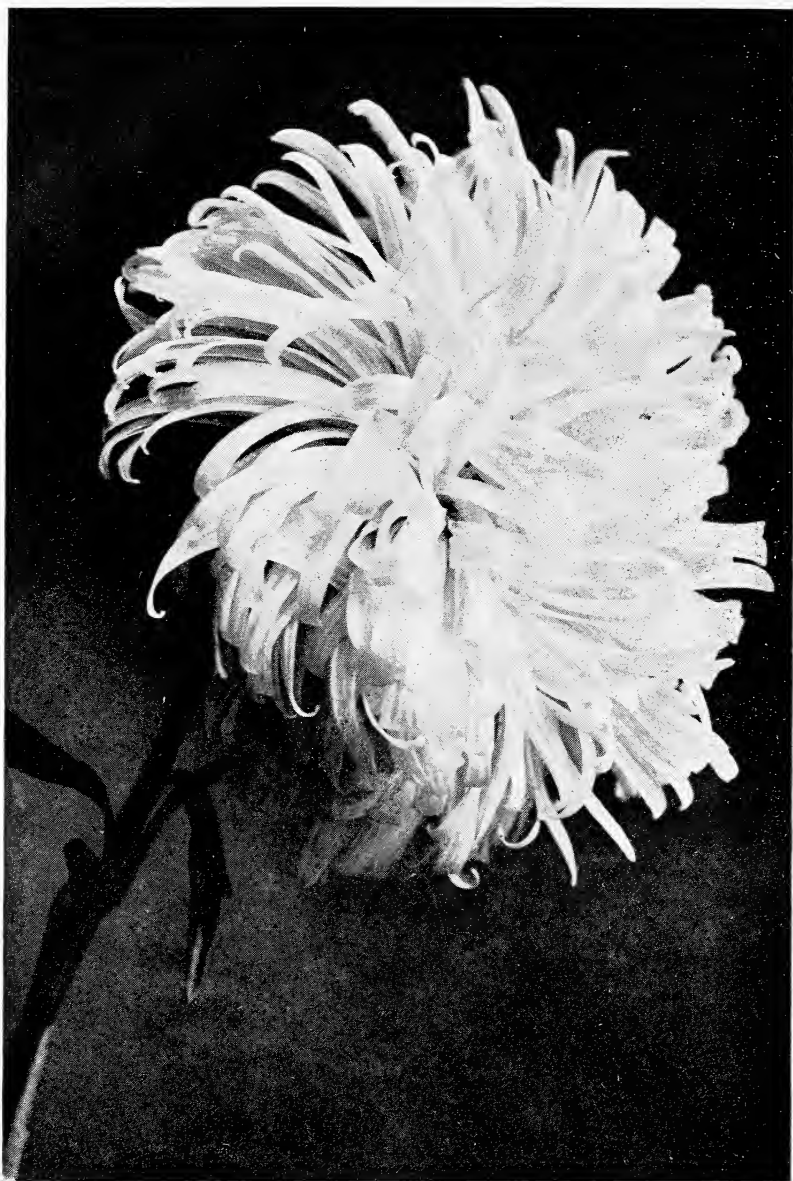
First Because the Aster in its various forms is quite as indispensable in summer for cutting as are chrysanthemums in early autumn and winter. In our improved types of the aster there is certainly a striking resemblance to its splendor and for many reasons they could justly be entitled "The Chrysanthemums of Summer." For these improved forms surely defy in fantastic appearance as well as in size, many varieties of the "Queen of the Autumn."

Second—There is So Much Difference between Aster growing as a business and gambling in Asters that one will mean success while the other spells certain failure. Estimate your market and plan a reasonable acreage annually, increasing your crop in proportion to the demand and success is certain. Whereas if you play the gambler and plant this year because there was a scarcity last year and the business man made some money and then go out of the game next year because Asters were plentiful and the price low, the chances are against you. Aster growing as a business these days almost surely pays.

Third—Wide Awake Florists Everywhere are looking for a place to buy a standard quality of asters each year. Don't forget however, that there is no economy in hunting for low priced seed. Ground space is too valuable to plant inferior seed which never yields satisfactory returns for labor expended.

Fourth—The China Aster has responded to the painstaking efforts toward its improvement until, as the season changes into the heat of summer, their beautiful blossoms are smiles of God's goodness.





Pacific Beauty

A beautiful light blue of the comet class, the best of this shade to date. With good cultivation and disbudding produces long stemmed, very full petaled flowers 5 to 6 inches in diameter. Ideal for basket and spray work. Midseason to late. Ounce \$3.00, $\frac{1}{2}$ oz. \$1.55, $\frac{1}{4}$ oz. 80c, $\frac{1}{8}$ oz. 45c, trade packet 25c.

New Asters Originating With Us

MATCHLESS LATE BRANCHING—By far the best of the late branching Asters as the result of years of very pains-taking cultivation and selection. Full description on Page 7. Colors Lavender Pink, Light Blue, Rose Pink and Purple.



REGARDING ILLUSTRATIONS

The photographs are made by our local photographer. No retouching is done, as any one will at once observe by close investigation. The flowers seen in these cuts average from 4 to 6 inches in diameter and a careful study of their perfect form and unusual quality will prove to you why the "Master Asters" are so popular.



SPECIAL OFFER

For the benefit of Florists who want only a small quantity for trial purposes, we offer assortments of 25c trade packets, five for \$1.00; ten for \$1.75; fifteen for \$2.50.

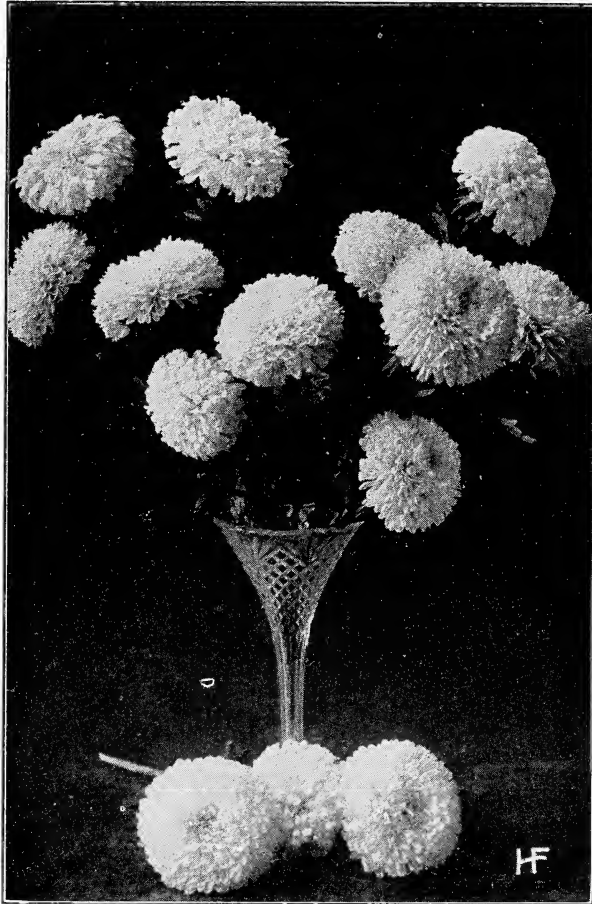


EARLY ORDERS

Each year there occurs some shortage among the many Asters grown for seed and only those ordering early get any of the stock. It will also contribute greatly toward the filling of orders if you order early, as you know it is almost impossible to fill orders promptly during the rush season.

ASTER WILT is usually caused by excessive moisture for too long a time. This infection may take place in the seed bed and not be noticed until the plants are well developed in the field where they may suddenly wilt and die.

Early Asters



Imperial Asters

LAVENDER—A delicate shade of pale lavender.

DAYBREAK—An exquisite shade of shell pink. Ounce \$2.50, $\frac{1}{2}$ oz. \$1.30, $\frac{1}{4}$ oz. 70c, $\frac{1}{8}$ oz. 40c, trade packet 25c.

SOIL heavily enriched the previous year by the liberal use of stable manure is best for both early and late asters. An application of lime just before planting in field is also beneficial to some soils.

COMMERCIAL PURITY—A commercial strain of this well-known aster which is not as double as our Improved Purity but is equal to any strain sold in the open market. Ounce \$1.50, $\frac{1}{2}$ oz. 80c, $\frac{1}{4}$ oz. 45c, trade packet 25c.

QUEEN OF THE MARKET—The leading early Aster, of good strong growth and bearing large flowers on long, strong stems; begins blooming in July. Used quite extensively for growing under glass. Colors white, light pink, purple and lavender. Ounce \$1.00, $\frac{1}{2}$ oz. 50c, $\frac{1}{4}$ oz. 30c, trade packet 25c.

THE ROYAL—Among the best asters of recent introduction and is without doubt one of the best general purpose early asters. The stems start from the plant close to the ground. It is vigorous and very productive, yielding numerous large handsomely proportioned flowers on good long stems. Sown early inside and planted out with Queen of the Market, will follow that variety closely. Ounce \$2.50, $\frac{1}{2}$ oz. \$1.25, $\frac{1}{4}$ oz. 70c, $\frac{1}{8}$ oz. 40c.

LAVENDER GEM—Is always full double and the most beautiful shade of lavender yet to be found among early Asters of the Comet type. Flowers are borne on strong stems of good length. Ounce \$2.50, $\frac{1}{2}$ oz. \$1.25, $\frac{1}{4}$ oz. 70c, $\frac{1}{8}$ oz. 40c.



QUALITY AND PRICE

The more closely asters are selected and developed into a full center, the more sparingly they produce seed and the weaker the vitality the second year. After giving careful attention to quality in asters from the first we attribute our increase in business to the quality of the seeds which are offered at fair prices believing that no better aster seed can be obtained.



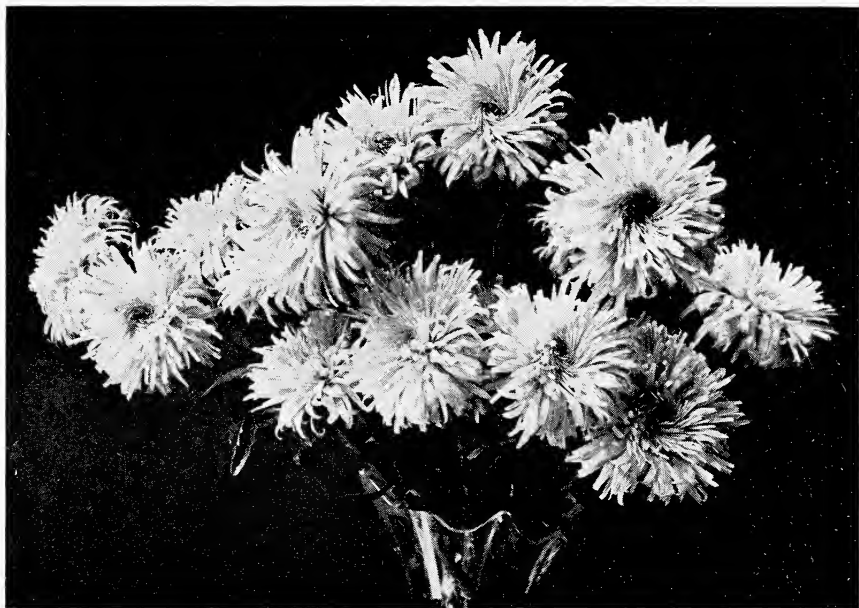
LIBERAL SEED SOWING FOR CROP INSURANCE

Never risk your entire crop on one planting. By experience you will soon learn which varieties grow best in your soil and the types and colors most in demand by your trade. By making frequent sowings of these you are sure to have good plants ready when the soil is in proper condition for setting plants in field. The cost of extra seed for this is small as compared with the value of your crop. Always try to raise more plants than you need, by so doing you will add much to the certainty of your crop and at the same time aid greatly toward the insurance and prosperity of a rapidly growing and increasingly profitable industry.

Leading Mid-Season to Late Asters



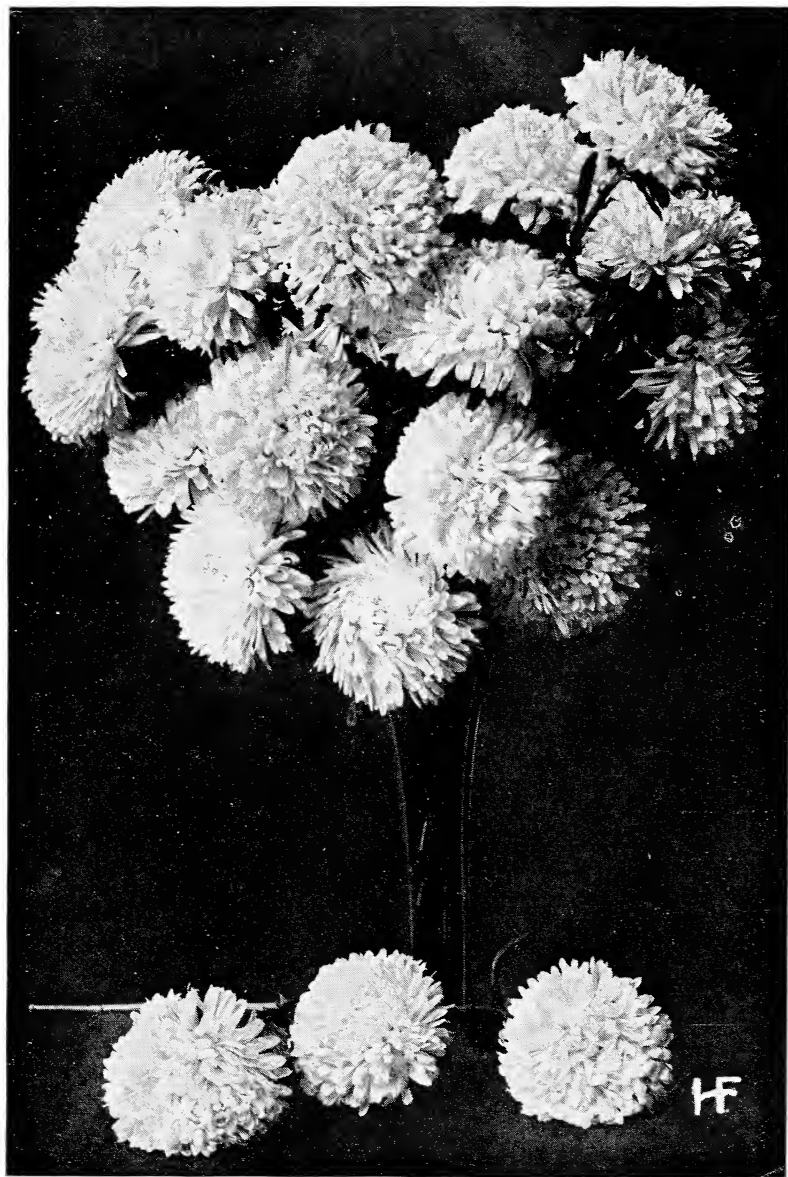
WHITE FLEECE—An old established aster bearing perfect flowers of a glistening white. Ounce \$2.00, $\frac{1}{2}$ oz. \$1.05, $\frac{1}{4}$ oz. 55c, $\frac{1}{8}$ oz. 30c.



Improved Rochester

In size and beauty the Rochester is second to none. The petals are narrow, very long, and gracefully reflexed. The outer petals show completely, while gradually toward the center they bend and curl across each other in magnificent disorder. The robust growth of this aster makes possible its long vigorous stems, giving the plant an exceedingly graceful appearance with its immense feathery flowers. It is one of our best sellers. Colors, white, shell pink and a most exquisite shade of lavender pink. Ounce \$3.00, $\frac{1}{2}$ oz. \$1.50, $\frac{1}{4}$ oz. 80c, $\frac{1}{8}$ oz. 45c.

HEART OF ROCHESTER and also purple and lavender *ROCHESTER*
—Sold in trade packets only at 50c each.



Matchless Late Branching

This excellent strain of late branching aster of American origin, has steadily improved under rigid culture so that it now fully meets the demand for this type of high class, quick selling commercial aster. The white and shell pink are selections from that remarkable strain of Smith's Peer-

less. Light blue, purple, rose pink, and lavender pink, have originated with us. The plants are of strong, sturdy habit of growth bearing their handsome chrysanthemum-like flowers on stiff stems measuring two or three feet in length. The blossoms average about five inches in diameter and the pretty curving of the petals make it a most artistic and finely finished flower. Colors white, shell pink, rose pink, lavender pink, light blue and purple. Ounce \$3.00, $\frac{1}{2}$ oz. \$1.55, $\frac{1}{4}$ oz. 80c, $\frac{1}{8}$ oz. 45c.

BEAUTY ASTERS—A valuable introduction of recent development on account of its coming into bloom later than Superb Late Branching and furnishing good cut flowers from the middle of September until killing frost. The large double flowers are borne on long stiff stems and are similar in form to the Superb Late Branching. We offer three colors: *Pink Beauty*, *American Beauty*, rich cherry-rose, similar in color to American Beauty Rose; *September Beauty*, delicate shell pink. Ounce \$2.50, $\frac{1}{2}$ oz. \$1.30, $\frac{1}{4}$ oz. 70c, $\frac{1}{8}$ oz. 40c.

"PEERLESS PINK" ASTER—Has strong, sturdy habit of growth; bears freely almost globular flowers, rarely under 4 inches across and frequently over 5 inches. The color is rich shell-pink, similar in shade but more decided than the late branching. The center petals are prettily incurved, while the wide outer petals reflex, making a most artistic and finely finished flower, and stands cut longer than any other. Ounce \$2.50, $\frac{1}{2}$ oz. \$1.30, $\frac{1}{4}$ oz. 70c, $\frac{1}{8}$ oz. 40c.

HEART OF FRANCE—An admirable Aster which opens red at the beginning, the color deepening with age and retaining its beauty to the end. The petals are apparently changeable from a rich glow to a soft velvety texture. This Aster is surprisingly beautiful in any light, compelling universal admiration and retains its brilliancy for a long time. The flowers are large and full to the center. The plants of a branching type and very sturdy. Sold in trade packets only at 50c each.

ASTER YELLOWS characterized by a pale yellowish green foliage and a spindling growth, is usually caused by irregularity in the supply of plant food and moisture and is not communicated from one plant to another. The trouble is best treated by putting the soil in proper condition before planting time and conserving the moisture by frequent cultivation.



Superb Late Branching

A careful selection of this well known stock which we have grown successfully for a number of years. The plants are of vigorous growth, two to two and one-half feet high, bearing large, beautiful lasting flowers averaging four to five inches in diameter. Its form along with the length



OREGON GIANT COMET

The above photo is an exact reproduction of the Asters no retouching having been done and no eyes or open centers can be found. Flowers from this field average 5 to 6 inches in diameter and brought \$10 per 100 wholesale. Posts you see in the picture support Skinner Irrigation pipes

of stem, makes this aster very valuable for cutting. Comes into bloom late and lasts until frost, yielding a profusion of flowers of extraordinary quality. Colors white, shell pink, lavender. Ounce \$1.00, $\frac{1}{2}$ oz. 50c, $\frac{1}{4}$ oz. 30c.

INVINCIBLE ASTERS—Invincible Asters are a superior race in many ways. The plants are of healthy growth, robust and of a branching habit and if properly grown attain a height of 2 to 3 feet, producing massive blooms on long stems. The flowers are of perfect form and exceedingly double to the center. When well grown the Invincible Asters average $3\frac{1}{2}$ to 4 inches in diameter.

Crimson Brilliant, rich, bright red.

Deep Pink, lively rose pink.

Lavender, a rich silvery shade.

Pearl Pink, a delicate blush and shell pink.

Violet Purple, rich velvety purple.

Pure White, finest snow white.

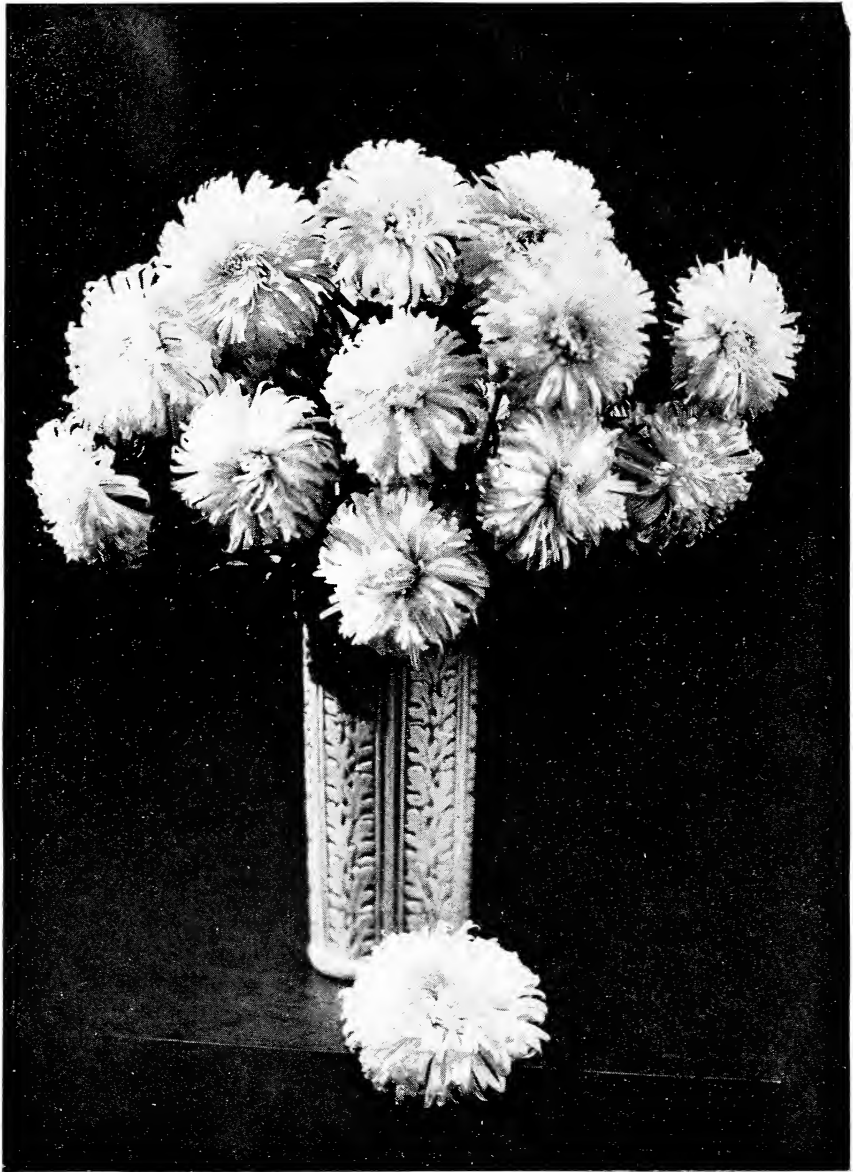
Ounce \$2.00, $\frac{1}{2}$ oz. \$1.05, $\frac{1}{4}$ oz. 55c, $\frac{1}{8}$ oz. 30c.

PEERLESS YELLOW—Is a striking yellow aster of Victoria shape, a unique variety and without question the best yellow aster to date. The flowers are very full and ball shaped, with centers covered. The plants are of the branching type and very vigorous and a shy seeder. Sold in packets only at 50c each.

BALL'S WHITE ASTER—A splendid Giant Aster of the late branching type, growing to a medium height with full-centered blossoms; ideally formed for long distance shipping. Ounce \$3.00, $\frac{1}{2}$ oz. \$1.55, $\frac{1}{4}$ oz. 80c, $\frac{1}{8}$ oz. 45c.

NEW RED ASTER "SENSATION"—This is the reddest of all Red Asters, the color being a rich garnet or ox blood red which glistens in the sunshine like a live coal. The plants are of free-branching habit about 18 inches high; the very double flowers averaging $3\frac{1}{2}$ inches across, are borne freely on stems a foot long. In bloom from early in August till the close of September. The intense color shows up well when cut and makes a very brilliant bit of color in a bed or border. Ounce \$2.50, $\frac{1}{2}$ oz. \$1.30, $\frac{1}{4}$ oz. 70c, $\frac{1}{8}$ oz. 40c.

SETTING PLANTS in the field requires no great skill but growth will start quicker and plants will be stronger if the soil is not too wet and the roots are not folded together in setting.



Oregon Giant Comet

The Oregon Giant is undoubtedly the finest of the Comet strain of asters yet produced, judging from the commercial grower's point of view. The immense fluffy flowers are most beautifully formed, averaging five to six inches in diameter and very full to the center. The form of the flower together with the length of stem, places it at the head of asters for cutting.

The plants are free blooming and vigorous, producing strong stems twenty to thirty inches long. The flowers when cut, keep longer in good condition than many Asters of this type. In bloom from mid-August through September. Colors white, shell pink, rose pink, light blue and purple. Ounce \$3.00, $\frac{1}{2}$ oz. \$1.55, $\frac{1}{4}$ oz. 80c, $\frac{1}{8}$ oz. 45c.

CALIFORNIA GIANT—The California Giant is without doubt the latest flowering aster in their class; coming into bloom about the middle of September and furnishing magnificent blooms until killed by frost. The plants are unusually vigorous reaching a height of $2\frac{1}{2}$ to 3 feet. The shaggy blossoms measure 5 inches and over. The petals are wide and thick insuring better keeping qualities in transit and less damage from rain. The Giants are sure to become a peer among Asters. Although the type is still weedy, it is not to be confused with the cheaper strains which can be grown for much less. Poor flowers produce seed more abundantly and two years of personal selection since obtaining this stock, annually discarding inferior plants has added much to the quality of seed we are offering. Giant peach blossom and Giant light blue.

Ounce \$5.00, $\frac{1}{2}$ oz. \$2.50, $\frac{1}{4}$ oz. \$1.30, $\frac{1}{8}$ oz. 70c, trade packet 50c.

Giant Purple

Paeony Light Blue

Giant Rose Pink

Paeony Peach Blossom

Sold in packets only at 50c each.



Cultural Directions

As an aid to our many regular customers and in response to numerous inquiries, most of the article written by a member of our firm at the request of the Florists Review and prominently featured in the same under date of April 17, 1924, follows as a part of our catalogue.

Asters today are the leading cut flowers for mid-summer and early fall. While the grower must give them good culture, the most painstaking care in the world will avail nothing if poor seed is used to start with. When a dairyman desires a good supply of rich milk, he does not start with cheap scrub cattle, but buys the best in his market. Quality is just as important to the grower who expects a large cut of good asters. The finest seed obtainable is the cheapest, regardless of price, since it costs as much to grow poor asters as to produce good flowers.

After twenty years' experience on heavy loam or clay soil, such as we have here in Oregon—the writer has had no experience with sandy ground—the suggestions given herewith are offered the grower of fancy asters.

*California Giant*

START UNDER GLASS

Use plenty of lime. The aster is impatient of any acid condition of the soil and will act as badly as any old dyspeptic with a sour stomach if this element is lacking. Probably this is the point overlooked by many growers who have failures with asters.

Early aster seed should be sown under glass in February and March. A carnation temperature suits them nicely, and it is best to sow two or three times as much seed as needed, to guard against accidents and damping off. The soil used should be a well rotted mixture of about three parts of good garden loam to one of well rotted manure, with a liberal sprinkling of sand and lime well mixed in. After placing the soil in flats, give it a light dusting of acid phosphate, which should be mixed thoroughly in the soil.

Firm the soil with a board to within about one inch of the top of the flat; then water thoroughly, allowing the flat to stand over night before

planting seed. In case your soil is infested with fungus, use nitrate of soda by attaching your fertilizer bulb to the hose, filled with this stimulant, before beginning to water the flats.

SEED SOWING IMPORTANT STEP

The use of acid phosphate in the soil will aid the little seedlings greatly in forming a strong, fibrous root system. The grower must use care, however, in its application, as acid or superphosphate does much harm if its distribution is overdone.

Broadcast your seed thinly in the flats, covering it with sharp sand, of which only enough should be used to put the seed well out of sight. The seed should germinate in about ten days or two weeks. Much of the aster seed fails to raise its tiny leaves to the light, even though its germination is perfect, simply because of too deep covering.

The young seedlings should not be watered until it is absolutely necessary; and then by setting the flats in a shallow pan of water. The foliage should not remain wet overnight, as this is one of the chief causes of damping off.

TRANSPLANTING

As soon as the plants have made two rough leaves, they should be transplanted into flats of fresh soil prepared the same as for the seed, with the exception that the flats should be full. Care should be taken not to break the tap root. Transplant the plants about two inches apart in the row and make the rows two and one-half inches apart. Run the plants a little on the dry side before transplanting, as that causes them to take hold of the moist soil better.

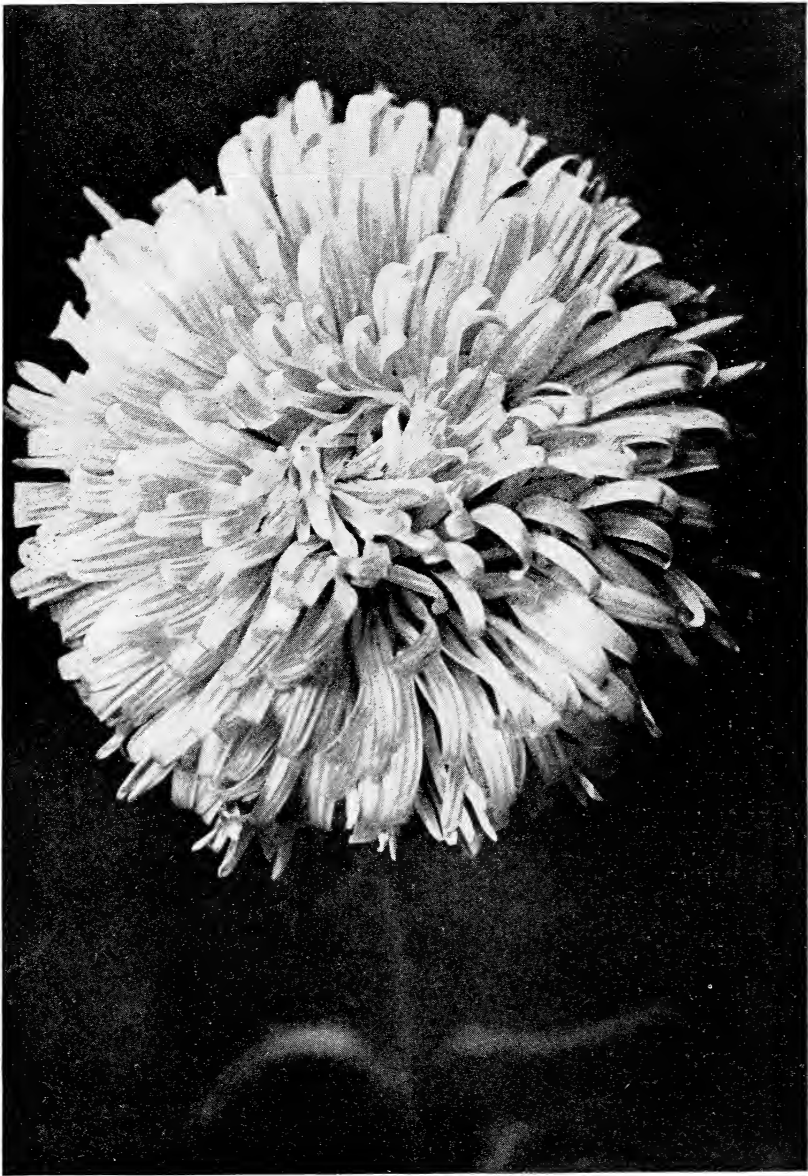
The surface of the soil should be stirred frequently as an aid to growth and a prevention of stem-rot. When the plants are large enough to go into the field, they should be hardened off. Place the flats in a cold-frame and remove all glass during good days when it is not too cold. Protect the plants from frost until they are toughened. About ten days to two weeks will be necessary, according to weather conditions. Do not water the plants too much. Keep them on the dry side, but not dry enough to stunt them.

SOWN IN OPEN

In March, April and May the seed may be sown in the open. Select a piece of ground on which the water will not stand and which is protected from cold winds.

Broadcast the seed thinly in broad rows one foot apart. This permits hoeing as soon as the weeds start. Cover the seed with sharp sand a little more heavily than when it is sown under glass; then the heavy spring showers are not so likely to uncover it.

The soil in which the asters are to be grown should have been enriched the previous year. At least three or four inches of manure should



Oregon Giant White Comet
Notice the Center

FANCY OREGON ASTERS

Master Aster you will find are distinctive in quality; and while many growers may doubt that there is a difference in the character of seeds, professional gardeners and expert growers recognize at once the unusual type of aster produced from our seed.

have been plowed under in the fall. If one is in a locality where it is possible to plant a winter cover crop of vetch and rye or any other cover crop, it should be planted.

As soon as possible in the spring, the ground should be plowed and a good dusting of lime put on and harrowed in. Before planting, dust the ground with superphosphate and work it into the soil. This makes a better root system and helps in the formation of seed.

In setting the plants in the field, care should be used in digging them so that none of the root system is destroyed. If the weather is dry, water must be used in the holes and the plants firmly set, but no deeper than they were when transplanted. A dry mulch of soil should be drawn around the plant to keep the moisture in.

WATERING

The best method is to use the over-head watering system and sprinkle the ground the day before planting; then, at planting time, the soil will be nice and moist and the plants will not wilt. Transplanting goes fast in that kind of ground. As soon as the planters are out of range of the pipes, turn them on and let the plants have a nice spring shower. As soon as the ground dries off enough, cultivate it so that a dust mulch is formed.

Before the plants become too large, mulch them with straw or old manure; then the flowers may pass through storms without much damage. Before putting mulch on, broadcast vetch and rye on the ground and put the mulch on top. This will give a nice green crop to turn under in the fall. Do not allow the mulch to lie against the plants, as this may start stem-rot if there should be a rainy spell.

Once a week we give the asters a good shower of two hours' duration, and then cultivate when the soil is dry enough. Cultivating stops when the mulch is put on. The mulch is absolutely necessary if the over-head system is used. The grower can make or break his crop with irrigating. If he does not use water enough, his flowers are not good, and if he irrigates too much, they will be too soft to ship.

When the sections come into bloom, great care is taken in irrigating. The watering is started at 4 or 5 o'clock in the evening, according to how hot the day is, and continued, two hours in a place, until 9 or 10 o'clock at night. Early the next morning, four or five of the girls or boys belonging to the aster crew take smooth sticks and jar each plant gently but firmly until the drops of water are shaken off.

This prevents the flowers from scalding when the hot sun strikes them. It takes brains, as well as water, if old Mother Nature takes the notion to throw in some extra good showers. Then watering once a week with the overhead system is too much.

One of the main things in shipping asters is to grow them so the flowers will be firm, as a soft aster only gets as far as the dump. Never place them in the cellar if the flowers are the least bit damp when picked. Pack so the flowers will stay dry and the stems moist until they reach their destination.

CHANGING GROUND

In regard to the ground's becoming "aster-sick," nearly all the advice the grower hears is to change the location of the asters to fresh ground. If he wishes to follow the line of the least resistance, that would be the thing to do. A grower who has been growing fancy asters on ground sufficiently fertile to be worth \$1,000 an acre would be foolish to move onto ground so deficient in plant food as to be worth only \$100 an acre and expect to grow fancy asters. What grower who has any fight in him at all is going to be "licked out" by a soil condition? The thing to do is to find out what your fine crop of asters takes from the soil, and then replace it. Give it the proper yeast cakes, as it were. What are the elements that are gone? If we studied plant life, in order to supply its vitamins, as the human plant is being studied, there would be finer plants in the world.

If it is always kept in mind that the aster thrives in alkaline soil, and not acid, the grower will be able to work out his own problems and aster diseases will take care of themselves.

PESTS ROUTED

We all have the bug afflictions, but the tarnish bug does not like the over-head watering system. He does not like to be disturbed and to get his feet wet. As we keep the trash all cleaned up, he has no place to hide. So he does not visit us in large numbers.

We have found the most successful way to eliminate the black beetle is to send out a boy with a tin can with some coal oil in it, before the sun gets warm enough to make him (the bug, not the boy) too lively, to go through all the cut flower sections and gently knock Mr. Beetle into the coal oil. If this is done regularly every morning, it soon thins the beetles out. Another good help is to dust the plants with a tobacco dust the day after the watering is done.

AS TO VARIETIES

Varieties of asters popular in one locality may not meet with favor in another. Some prefer the stiff, or Semple, type and some, the shaggy, or Comet, type, as these types are the ones mostly used for cutting. Of those in the Semple type, perhaps the highest development is found in the Beauty Aster and in the Oregon Matchless. The California peony type will be invaluable when well fixed, as this is perhaps the latest to bloom and the flowers have wide, heavy petals of a leathery texture, which the fall storms do not damage as easily as some of the others.

The American Comet class has produced some fine flowers. Among the finest varieties are Pacific Beauty, Oregon Giant Comet and the California Giant. The latter is not quite so fluffy as some of the other Comets and is of a different texture, making it invaluable for a late crop. The colors most in demand with us are white, shell pink, lavender pink, light blue or true lavender, rose pink and purple in the order given, the rose pink and purple falling far below the other colors in numbers sold.



This Page Will Tell You How to Win a \$25.00 Cash Prize

You are going to plant "Master Aster" seed this year and before the season is over you are sure to be well satisfied as to its advantages or disadvantages and since we have received so much praise from every section of the country we feel sure you will have no reasons for complaint.

By telling your experience with "Master Asters" in your own words, your reasons for buying this stock in preference to other seeds; and why you can recommend this stock to others you may win the cash prize of \$25.00.

You have to comply with only one condition to be eligible for the cash prize. You must send us the names of five prominent growers, whom you would like to have act as judges in the contest. A blank for sending their names will be forwarded to you upon request.

All letters must reach us before November 1, 1925, when they will be handed to our printer to be published in an attractive little booklet for the perusal of the judges. You will also receive a copy of this booklet.

Be sure to send early for your blank or if you decide now to compete mention the fact when ordering and your blank will be sent you at the proper time. It will give you a good chance to win \$25.00 in cash. Don't forget to ask for the blank and in the meantime be thinking who you will want for judges in your locality.

Very truly yours for a successful crop,

HERBERT & FLEISHAUER
Aster Specialists
McMINNVILLE, : OREGON





To the Florist Trade:

In presenting our new catalogue our purpose is simply to illustrate and give plain descriptions of the Asters of which we have seed to offer. Since these descriptions are given as the Asters grow in Oregon it is to be expected that they may vary in different localities.

Our seed is all hand picked by white labor who are paid a fair wage.

Having selected Aster Seed growing as our life work, we shall keep improving varieties as long as we live. During our twenty years of careful attention to Asters many new ones of merit have developed, some of which may be placed on the market in the near future.

It is true that we are not seeking a reputation for cheapness but rather place quality first, remembering that quality is the real test of value. Products offered at a low price are not always the cheapest. This is especially true in plant life where quality often means success or failure.

The fact that so many of our customers have been constant patrons for years indicate that both quality and service have been satisfactory. Many orders are received on account of recommendations by our customers to their friends and we consider the users of these seeds our best advertisers. Thanks for your generous patronage in the past. Remember it is our purpose to serve you right each year.

We feel that our prices are as low as the best grade of Aster Seed can be sold and that no one can supply stock equal to ours for less money.



“Master Asters
'way out WEST”



FOUNDED
1904

Telephone Register Publishing Co.
McMinnville, Oregon